To: 1610 - Buffalo ROU (BRZEZIE)
From: Westenberger, R
Posted: 3/12/96 17:06
Opened: 3/14/96 17:06
Subject: Wholesaler Correspondence

Eileen:

Please send the attached letter to the below listed wholesalers:

Bill Donahue	Donahue Tobacco
Ruth Fairbanks	Finkle Tobacco
Harry Bowen	Lavin Candy
Joe Beaver	Standard-Rosenbaum
Cathi Hulett	Trading Port
Bruce Finkle	Wustefeld Candy

Thanks!

Rick

CC: Salerno, Joseph S., Sheltra, Marlowe, Close, Scott P., Bain, Georgia A., Tisinger, Michael D., Haskin, Susan J., Huntoon, Lynne D., Howard, M S., Orlando, Joseph J., 1600 - Buffalo Region (BRZEZIE)

51862 0817

Source: https://www.industrydocuments.ucsf.edu/docs/qlpm0000

R.J. REYNOLDS
Tobacco Company

R.J. Westenberger
Division Manager
5 Hemphill place
Suite 220
Ballston Spa, NY 12020
Phone: (518) 899-6812
Fax: (518) 899-7205

To: All Wholesalers

Date: March 12, 1996

Subject: May 1996 Partners Promotion

With regional Doral sales up over 22% again this year, RJR has done their part to build both your business and ours on this important brand. As you know, increasing Doral sales is a key priority for RJR this year. In addition, it plays a vital role in maximizing RJR Partners per-carton payments in 1996.

In May of '96 we will be introducing a new ad campaign to further strengthen Doral's appeal to adult smokers. The program, called "Doral Across America", will be supported by increased Buy-Some-Get-Some-Free promotions and customized displays featuring the new ad theme. These items will be available to each RJR Retail Partner you service, in quantities that will truly make a difference!

Your assistance is needed in ensuring ALL RJR Retail Partners receive both the Doral promotion, and a special counter display designed to maximize sales. Each store will be notified in advance of the promotion quantities allocated to it, as well as the display we are requesting you ship to them. The quantity of promoted product has been pre-determined by store, based upon the stores retail display contract with RJR. The displays will be shipped to you in the normal manner, and should be sent along with the product.

Your assistance in this project is vital to its success. I want to thank you in advance for your assistance with this effort, as well as your continued support of our business building programs. Working together, we can again demonstrate the power of "Partnering", in building the profitability of both of our companies.

My best regards,

Rick

R.J. Westenberger

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Source: https://www.industrydocuments.ucsf.edu/docs/qlpm0000

cc: R. Farmer
M. Tisinger

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